MediaRoom

Kemin receives ANVISA approval for ZeaONE™, a naturally sourced dietary free-form of zeaxanthin from marigolds

The maker of FloraGLO® Lutein sets a new standard for zeaxanthin

LISBON, Portugal – February 1, 2016 – Kemin, owner of FloraGLO® Lutein brand, is pleased to announce that ANVISA, Brazil's national Health Surveillance Agency, has approved for sale its product, ZeaONE™ Zeaxanthin. This approval allows Kemin to immediately begin marketing the product in Brazil. ZeaONE is a dietary free-form zeaxanthin ingredient naturally sourced from marigolds produced by Kemin.

Zeaxanthin, like lutein, is proven to act as a protective antioxidant and filter of blue light in the eye and skin. Scientific evidence shows that supplementing our diets with lutein and zeaxanthin daily:

- helps keep skin healthy,
- improves visual performance, and
- reduces the risk of certain eye conditions.

The latest findings from the U.S. National Eye Institute's second age-related eye disease study (AREDS2) reports that 2 mg of zeaxanthin, along with 10 mg of FloraGLO Lutein, can slow the progression of age-related macular degeneration.

The zeaxanthin in ZeaONE comes from a patented line of marigolds exclusively licensed to Kemin and naturally containing the high levels of zeaxanthin (3R, 3'R zeaxanthin) found in the fruits and vegetables in our diet. With the patent-protected marigold seeds, good agricultural practices, tightly controlled supply-chain management, and the Kemin name behind it, naturally sourced ZeaONE Zeaxanthin offers customers the same exceptional quality and service they have come to expect from FloraGLO Lutein.

ZeaONE is commercially available under DSM's brand OPTISHARP® Natural.

Kemin – Inspired Molecular Solutions™

Kemin (www.kemin.com) provides "inspired molecular solutions" specifically developed to provide nutrition and health benefits for humans and animals. Committed to feed and food safety, Kemin maintains top-of-the-line manufacturing facilities where approximately 500 specialty ingredients are made for the global feed and food industries as well as the health, nutrition and beauty markets. A privately held, family-owned and operated company, Kemin has nearly 2,000 employees and operates in more than 90 countries with manufacturing facilities in Belgium, Brazil, China, India, Italy, Portugal, Singapore, South Africa, and the United States.

DSM – Bright Science. Brighter Living™

Royal DSM is a global science-based company active in health, nutrition and materials. By connecting its unique competences in Life Sciences and Materials Sciences DSM is driving economic prosperity, environmental progress and social advances to create sustainable value for all stakeholders simultaneously. DSM delivers innovative solutions that nourish, protect and improve performance in global markets such as food and dietary supplements, personal care, feed, medical devices, automotive, paints, electrical and electronics, life protection, alternative energy and bio-based materials. DSM and its associated companies deliver annual net sales of about €10 billion with approximately 25,000 employees. The company is listed on Euronext Amsterdam. More information can be found at www.dsm.com.

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OPTISHARP® Natural is made with patented ZeaONETM from Kemin.
OPTISHARP® Natural is a registered trademark of DSM Nutritional Products Ltd.

Certain statements may not be applicable in all geographical regions. Product labeling and associated claims may differ based upon government requirements.

Additional assets available online: Photos (1)

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